



#02-148

TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Barbara Keir, Director (Original Signed)
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: December 13, 2002

SUBJECT: *WIC Reading Initiative*

The state agency has a large number of children's books available for distribution to children participating in the WIC program. Local agencies will be able to order these books from the state agency. In addition to the books, the state agency will make the following materials available to support and promote this *WIC Reading Initiative*:

- a lesson and video highlighting the benefits of reading to young children and tips for selecting children's books
- a handout for parents on the benefits of reading aloud to young children and
- a take-home, self-paced lesson with tips for reading aloud to young children

If your local agency would like to take part in this initiative, the state agency will ask you to submit a written plan for distributing the books. The state agency will require that the books be given out as part of a nutrition education contact and that they only be given to children who are currently participating in the WIC program. If your local agency is interested in participating in the *WIC Reading Initiative* and would like to receive more detailed information, please complete the section below and fax to Shellie Shores, Nutrition Education Consultant, at (512) 458-7609.

If you have questions, please contact Shellie Shores, Nutrition Education Consultant, at (512) 458-7111, extension 3463 or shellie.shores@tdh.state.tx.us or Mary Van Eck, Manager, Nutrition Education and Breastfeeding, Bureau of Nutrition Services, at (512) 458-7111, extension 3484 or mary.vaneck@tdh.state.tx.us.

Complete and fax to Shellie Shores at (512) 458-7609

☐ ***Yes, I would like more information on the WIC Reading initiative.***

LA# _____ Local Agency Name: _____

Name: _____ Phone #(____) _____ Fax#(____) _____
